

ABSTRACT OF THE DISCLOSURE

Removable pressure sensitive adhesive compositions having enhanced resistance to water-whitening comprising a crosslinked aqueous emulsion polymer are disclosed. The crosslinked aqueous emulsion polymer comprises (a) at least one
5 hydrophobic monomer; (b) greater than 1 wt. % of at least one hydrophilic monomer; (c) greater than 3 wt. % of at least one mono-olefinically unsaturated monomer having an aldehyde or ketone group; (d) optionally at least one partially hydrophilic monomer; and (e) an effective amount of at least one water-soluble or water-dispersible polymerizable surfactant; wherein the crosslinked aqueous emulsion
10 polymer is crosslinked with an effective amount of at least one polyhydrazide crosslinker, the wt. % of monomers (a), (b), (c) and (d) are based on the total weight of monomers (a), (b), (c) and (d), and the mean particle size of the crosslinked aqueous emulsion polymer is less than about 400